



**SPC** St. Petersburg  
College

8,200 DEGREES  
TO PROSPERITY  
THREE-YEAR STRATEGIC PLAN  
2018-2021

**SPC** St. Petersburg  
College

St. Petersburg College is committed to equal access/equal opportunity in its programs, activities, and employment. For additional information visit [www.spcollege.edu/eaeo/](http://www.spcollege.edu/eaeo/). 12/2019

[SPCOLLEGE.EDU/IMPACTPLAN](http://SPCOLLEGE.EDU/IMPACTPLAN)





FOUNDATION: EMPLOYEE EXPERIENCE & ENGAGEMENT



FOUNDATION:

# EMPLOYEE EXPERIENCE & ENGAGEMENT

Commitment: We will invest in the well-being of our college family by creating an organizational culture of care through respect, communication and recognition in order to foster trust, growth and empowerment of our employees.

Increase employee retention by **1.5%**

## STRATEGIC PRIORITIES

- 1 Enrich equity and diversity in the workplace and ensure the composition of the college is representative of the community
- 2 Expand professional development opportunities that promote innovation and growth
- 3 Ensure employee engagement and retention through strong communication, recognition and responsiveness

**Work Groups:** Employee Experience & Engagement and Learning Experience

St. Petersburg College (SPC) has a rich history of serving as a leader among the 28 Florida colleges and in the communities we serve. The St. Petersburg College Strategic Plan 2018-2021 represents the determination of thousands of stakeholders, builds on the successes the college has had in creating and implementing annual key strategic priorities since 2012, and honors the college mission, vision and values.

It is a comprehensive road map that aims to respond to personal and economic conditions while committing to three overarching goals:

- Increase student attainment
- Expand and sustain access to post-secondary education
- Motivate and engage the community







## MISSION STATEMENT

The mission of St. Petersburg College is to empower our students and community to achieve success and economic mobility through academic excellence and engagement.

## VISION STATEMENT

A premier college enriching and strengthening lives through a community of care



FOUNDATION:

## FINANCIAL VITALITY

Commitment: We will establish a dynamic model for financial and operational vitality that drives investments and preserves a thriving institution.

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Achieve fiscal strength

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## STRATEGIC PRIORITIES

- 1 Increase non-state funding streams and diversify resources
- 2 Maximize space utilization and facility alignment
- 3 Advance the college's visibility, reputation and resources

**Work Group:** Resource Alignment





THROUGH A COMMUNITY OF CARE & EQUITY LENS

ACADEMIC  
EXCELLENCE

ECONOMIC  
MOBILITY

COMMUNITY  
ENGAGEMENT

FINANCIAL VITALITY

EMPLOYEE EXPERIENCE & ENGAGEMENT



PILLAR 1:

## ACADEMIC EXCELLENCE

Commitment: We will deliver a high-quality education as a first-choice institution for our students by creating an innovative and engaging learning environment within a supportive, collegial culture.

Increase student completion by **6.5%**

### STRATEGIC PRIORITIES

- 1 Enhance the learning experience
- 2 Close achievement gaps
- 3 Advance student progression through their career and academic pathway to attainment

**Work Groups:** Learning Experience & Retention

PILLAR 3:

## COMMUNITY ENGAGEMENT

Commitment: We will invest in the well-being and growth of our community by serving as a leader, convener and catalyst for positive change. We will maintain this commitment by creating strong partnerships, participating in civic learning and community engagement, and cultivating a Community of Care.

Increase partner engagement

### STRATEGIC PRIORITIES

- 1 Connect regional resources to holistically support students, the college and community
- 2 Grow and strengthen business partnerships to address workforce demands
- 3 Promote civic leadership

**Work Group:** Recruitment





PILLAR 1: ACADEMIC EXCELLENCE





PILLAR 2:

## ECONOMIC MOBILITY

Commitment: We will provide opportunities for our students to be prepared for in-demand careers and professional growth. This will contribute to their economic success and improved quality of life, helping end cycles of generational poverty and drive economic growth in the community.

Increase enrollment by **5%**

### STRATEGIC PRIORITIES

- 1 Expand access and support affordability for all students
- 2 Drive enrollment growth and expand educational choices in areas that will fill the talent pipeline
- 3 Supply opportunities for students to explore programs that meet their career goals

**Work Groups:** Recruitment & Retention

